

**WHAT IS CLAIMED IS:**

1. A method of customizing a storage medium having one or more recorded session(s) and having a writeable portion comprising the steps of:
  - a) providing in a recorded session a program for marketing or sales of one or more particular products or services;
  - b) writing information in the writeable portion pertaining to a particular user selected from a plurality of potential users of the product described in the recorded session, such information including data which particularly identifies the particular user; and
  - c) delivering the recorded medium with the user-identified data to the particular user.
2. The method of claim 1 wherein more than one particular users are selected from the plurality of users and each of the particular users is provided with a recordable medium with the identifying data for such user.
3. The method of claim 2 further including the step of using the identification information to particularly write on another medium information related to that user.
4. A method of customizing a hybrid CD having a recorded session(s) in a ROM portion and having a writeable portion comprising the steps of:
  - a) providing in a preformed session a program for marketing or sales of one or more particular products or services;
  - b) writing information in the writeable portion pertaining to a particular user selected from a plurality of potential users of the product or services described in a preformed session, such information including data which particularly identifies the particular user; and
  - c) delivering the CD with the user-identified data to the particular user.

5. The method of claim 4 wherein more than one particular users are selected from the plurality of users and each of the particular users is provided with a CD with the identifying data for such user.

6. The method of claim 4 further including the step of using the identification information to particularly write on another medium information related to that user.

7. The method of claim 6 when the another medium is an optical disc which contains information related to the product or services.

8. The method according to claim 4 wherein a subroutine is provided in the session to permit access to the written information in the writeable portion.

9. A method of customizing a CD having one or more recorded session(s) and having a writeable portion to permit user access to product or services provided over a network, comprising the steps of:

a) providing in a recorded session a program for marketing or sales of one or more particular products or services and a subroutine which permits an identified user to have access to the product or services;

b) writing information in the writeable portion pertaining to a particular user selected from a plurality of potential users of the product or services described in a recorded session, such information including data which particularly identifies the particular user;

c) delivering the CD with the user-identified data to the particular user; and

d) the user accessing the CD to the network to permit access to the products or services.

10. The method of claim 9 wherein more than one particular users are selected from the plurality of users and each of the particular users is provided with a recordable medium with the identifying data for such user.

11. The method of claim 9 further including the step of using the identification information to particularly write on another medium information related to that user.